

## II. AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior listings of claims.

1. (Currently amended) A computer system for generating user recommendations for a defined knowledge base, the computer system comprising:
  - a processor; and
  - a memory, the memory including:
    - a reasoning model, the reasoning model comprising:
      - a component for storing, maintaining and representing a decision graph definable by an author comprising multiple entry points, the decision graph comprising nodes and links between the nodes, the nodes comprising
        - a set of decision nodes, and a set of feedback nodes,
        - each of the nodes in the decision graph comprising rules defined by the author to define links to other nodes in the graph based on a processing of user information including probabilistic reasoning, and
        - for a decision node, to request and obtain user information, and
        - for a feedback node, to provide feedback to users, wherein the feedback nodes are configured to provide either an interim or final recommendation to the user;
      - a component to traverse the decision graph and fire the rules defined in the decision graph nodes; and
      - a communication component for communicating with a webserver that communicates the feedback to the users to assist the users in making decisions regarding

a business transaction.

2. (Previously Presented) The computer system of claim 1 in which the decision nodes comprise question nodes and the feedback nodes comprise recommendation and promotion nodes.
3. (Previously Presented) The computer system of claim 2 in which promotional nodes comprise cross-sell and up-sell nodes.
4. (Previously Presented) The computer system of claim 1 in which the nodes contain no information relating to presentation of data to a user.
5. (Previously Presented) The computer system of claim 1 in which the rules defining links to other nodes in the graph comprise rules accessing and evaluating one or more of:
  - a) personalization choices collected implicitly or explicitly from the user,
  - b) static data relating to the user,
  - c) a dynamically generated user model,
  - d) attributes of elements in the knowledge base, and
  - e) author-related goals.
6. (Cancelled)
7. (Previously Presented) The computer system of claim 1 in which the decision graph

comprises nodes potentially chaining the decision graph to other decision systems.

8. (Previously Presented) The computer system of claim 1 in which the rules defining links between nodes in the decision graph utilize one or more of:

- a) weighting systems,
- b) fuzzy logic systems, and
- c) probabilistic reasoning.

9. (Previously Presented) A computer system for generating user recommendations for a defined knowledge base, the computer system comprising:

a processor; and

a memory, the memory including:

a reasoning model, the reasoning model comprising:

a component for storing, maintaining and representing a decision graph definable by an author, the decision graph comprising nodes and links between the nodes, the nodes comprising:

a set of decision nodes, and a set of feedback nodes, the decision nodes comprising:

question nodes and the feedback nodes comprising recommendation and promotion nodes, each of the nodes in the decision graph comprising rules defined by the author to define links to other nodes in the graph, and

for a decision node, to request and obtain user information, and

for a feedback node, to provide feedback to users, wherein the feedback nodes are configured to provide either an interim or final recommendation to the user; the rules defining links to other nodes in the graph comprising rules accessing and evaluating one or more of:

(f) personalization choices collected implicitly or explicitly from the user,

(g) static data relating to the user,

(h) a dynamically generated user model,

(i) attributes of elements in the knowledge base, and

(j) author-related goals; and utilize one or more of:

(i) weighting systems,

(ii) fuzzy logic systems, and

(iii) probabilistic reasoning, and

a component to traverse the decision graph and fire the rules defined in the decision graph nodes; and

a communication component for communicating with a webserver that communicates the feedback to the users to assist the users in making decisions regarding a business transaction.

10-15. (Cancelled).